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By: 

## AMENDMENT

### PATENT

Attorney Docket No.: 15358-006000US  
Client Ref. No.: ID-RSV-229

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

JONATHAN J. HULL et al.

Application No.: 09/905,036

Filed: July 12, 2001

For: TECHNIQUES FOR TARGETING  
INFORMATION TO USERS

Customer No.: 20350

Confirmation No. 2402

Examiner: Chongshan Chen

Technology Center/Art Unit: 2162

AMENDMENT AFTER FINAL

**Mail Stop RCE**  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

In response to the Final Office Action mailed January 13, 2005 on the above-referenced application, please enter the following amendments and remarks:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 21 of this paper.